

## Chapter 1 – Introduction

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### 1. Introduction

The City of Goodyear celebrates its distinctive character, its commitment to livable neighborhoods and the high quality design of its built environment. This document supports community objectives with guidelines to inform design decisions that will be consistent with these values. It is based on policies established in the General Plan and other special area plans.

### CITY OF GOODYEAR GENERAL PLAN POLICIES

The *General Plan* clearly establishes a range of policies that focus on promoting high quality in the built environment while also maintaining a sustainable community. It begins with a vision statement and a series of strategies that would help to achieve that vision:

#### The Vision

*General Plan 2025*

“Create a highly desirable and sustainable place for all to live, work, visit and play.”

#### Strategies for Achieving the Vision

Key strategies to achieve the community’s vision that relate to design are these:

##### **Strategy 1. Create Attractive Places and Diverse Destinations.**

This includes: “... *focusing on creating an inviting, people friendly, and attractive community...*”

Comment:

This strategy relates to the overall objectives set forth in the Design Manual.



**Strategy 2. Develop a Physically and Socially Connected Community**

This includes: “...a wide range of transportation opportunities [that] give residents and businesses options for travel to and within the community.”

Comment:

This strategy relates to the guidelines that promote convenient circulation within developments and neighborhoods as well as connections to citywide circulation systems.

**Strategy 3. Expand the Parks, Open Space, Trails, and Recreation System.**

This includes: *“Providing additional parks and recreation facilities is key to promote a healthy community, social interaction, and provide a desirable place to live, work, play, and visit.”*

Comment:

While this strategy implies a focus on public places, it also introduces concepts for active open spaces within residential developments and commercial centers, which are promoted in the Design Manual.

**Strategy 4. Cultivate Art and Culture**

This includes: *“A devotion to arts and culture gives Goodyear a unique sense of place. Art and cultural events also draw visitors and creates an attractive physical environment.”*

Comment:

This introduces the concept of creating a “unique sense of place,” which is a focus of the Design Manual. It also establishes a foundation for guidelines that encourage installations of publicly accessible art.



**Strategy 5. Advance Economic Opportunity**

This includes: *“Expanding opportunities for small businesses, ... and locating of new businesses in Goodyear [that] will strengthen the local economy.”*

**Comment:**

A key concept here is that the design guidelines should acknowledge the economics of business development and retention. This may be considered in terms of how the guidelines create a climate for investment for all businesses as well as opportunities for individual enterprises.

**Strategy 6. Protect and Utilize our Assets**

This includes: *“Goodyear possesses many important assets including our history, our residents, our business community, and a unique natural setting. By protecting and enhancing these resources, we seek to create a distinctive, attractive, and innovative community.”*

**Comment:**

This introduces the concept that there are physical assets that should be considered in development, and that these may vary by different contexts, which the Design Manual addresses. It also reiterates the objective to create a distinct identity and attractive community, which relates to the guidelines that promote a sense of visual continuity throughout the city as well as within individual developments.

**Strategy 7. Maximize Partnerships and Collaboration**

This includes: *“Collaboration allows us to align goals and policies with our stakeholders such as schools, businesses, and resident groups, as well as neighboring communities. By maximizing partnerships we can share resources and focus energy and commitment to achieve our shared visions faster and more economically.”*



Comment:

This reinforces the concept of promoting a shared vision among various stakeholders, which the guidelines recognize. It also suggests that the review process should operate efficiently for all involved.

#### **Strategy 8. Provide Opportunities for Living a Healthy Lifestyle**

This includes: *“The health of Goodyear residents and businesses is important to create a strong and thriving community. Access to ... opportunities for physical activity are critical to a high quality of life and the overall success of Goodyear.”*

Comment:

Promoting continuity of pedestrian and bicycle circulation systems within developments and among neighborhoods (which the design guidelines promote) can be a means of providing access to opportunities for physical activity and thereby support this strategy for living a healthy lifestyle.

#### **Strategy 9. Foster a Sustainable Economy and Community**

This includes: *“A sustainable Goodyear means that we are providing appropriate services for new and existing residents, that we are fiscally responsible, that we grow and develop responsibly, that we actively promote the City’s high-quality culture, and that we continue to work to achieve our shared vision.”*

Comment:

This relates to assuring that the design guidelines help to promote a strong economy and also that development will be such that it is long lasting and minimizes impacts on the environment. Design guidelines related to high construction quality, water retention and conservation, as well as energy generating technologies are connected to this strategy.



## **Other policies in the General Plan that relate to the Design Manual**

In addition to the broad strategies described above that address how to achieve the community's vision, the subsequent chapters of the General Plan provide more detail that specifically relates to the design review process and specific design topics. Of particular note is language which references Goodyear as having a distinctive image that reflects the Sonoran Desert.

The goal of this Design Manual is to provide clear and instructive standards and guidelines for the design and review of residential, commercial, and industrial development in the City of Goodyear. The standards and guidelines are intended as a baseline for the minimum design expectations in the city. In addition to forging a distinct community identity, Goodyear's Design Review Guidelines and Design Review process are intended to promote the following:

- Increased pedestrian and multi-modal connectivity;
- Preservation and retention of environmentally sensitive areas;
- Energy efficiency and environmentally sensitive designs;
- Sustainable natural and built environments;
- Quality development and compatibility between developments;
- Diversity in development;
- Distinctive and safe development templates;
- Enhancement of the value of property; and
- Protection of the overall health, safety and welfare of the community.

## **Design Continuity: Clarifying a Broad Intent Statement**

A key concept in the design guidelines is that of "design continuity," which is expressed in various ways. It often appears in guidelines that call for using similar materials, forms and details, in the interest of conveying a coordinated design for a development. While some may interpret this concept to mean that all buildings should look the same within a development and even throughout the city, it actually seeks to balance continuity and consistency with similarity and diversity. This section provides guidance for applying this concept throughout the Design Manual:



**Definition of Continuity:**

In this sense, continuity means the appearance at a relatively “high level of perception” of some similar elements throughout a development, and throughout the city. It does not, however, mean total uniformity. This sense of continuity is achieved when a sufficient number of design variables are similar in execution (but not necessarily identically) throughout a development and throughout the city.

**Levels of Design Context**

The degree of similarity that may be needed in a project varies with different levels of perception, in terms of physical development of the city. These may be considered the different types of “contexts” in which a project is designed.

**Level 1: Citywide Level of Consideration**

At this broadest level, the object is to assure that each property improvement contributes to the distinct identity of Goodyear. Maintaining the character of “a Sonoran Desert City” is the objective. At this level, there are a few basic elements of design that are needed to convey being “in Goodyear.” The guidelines that promote use of masonry and the desert color palette throughout the city are examples.

There are other citywide design guidelines that focus on best practices in urban design, but aren’t necessarily focused on creating a distinct identity. The guidelines seeking continuity in pedestrian circulation systems within a neighborhood are examples.

**Level 2: Neighborhood Level of Consideration**

This relates to each of the neighborhoods as identified in the General Plan, or in specific plans and planning overlays. Each has variations in character, defined by views and natural features as well as recent development patterns. There also are specific goals for the qualities of each neighborhood. Many are similar in character, but they do have variations in the goals for their perception. A few are very different. For example, Historic Goodyear is a distinctly different neighborhood from the Estrella neighborhood.



**Level 3: Center (Development) Level of Consideration**

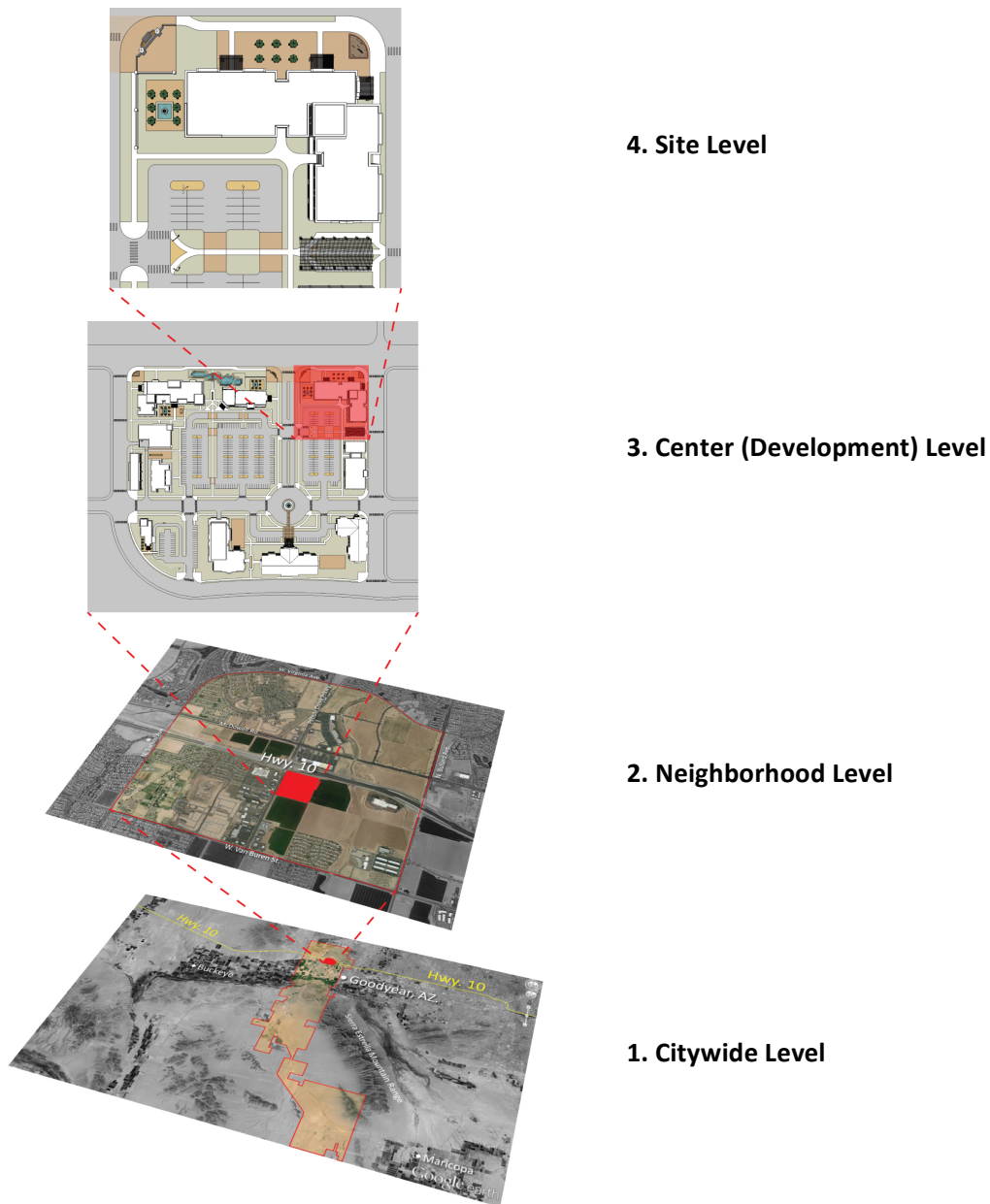
This typically applies to an individual commercial center, a residential neighborhood, an office cluster or industrial park. One goal at this level is to establish a distinct “sense of place.” This means maintaining some character-defining “themes” throughout the development that are consistent with the broader elements of continuity established for the Neighborhood and Citywide levels of consideration, while also expressing some features unique to the Center. This is most understood for a commercial or mixed-use center, but is equally applicable to the other development categories that are addressed by the design guidelines. Providing a custom-designed entry experience, establishing a central plaza as a gathering place, and using a unique site lighting fixture could be examples of design techniques used to establish a distinct identity at this level. A custom-designed sign package could be, of course, another distinguishing feature.

In a residential subdivision, diversity of design along a block is a goal at this level of design. Variations in entry definition, façade design and the design of common areas also could be defining elements for an individual project.

**Level 4: Site Level of Consideration**

At this level, individuality is often more of a consideration. For a single commercial site, this is the level at which a corporate identity may be conveyed. In a residential subdivision, house form, garage design and front yard landscaping are variables to consider by which to give an individual home a distinct identity. It is also at this level of design that maintaining consistency within an individual building design is an objective.



**Diagram of the Four Levels of Design Context in Goodyear**

*Four levels of design consideration apply in Goodyear. The degree of consistency, or diversity, that is appropriate for a project varies with these different contexts.*

**Achieving a balance of design consistency with individual identity:**

The design guidelines seek to provide a sense of human scale and visual interest by combining a series of design variables that can affect the perception of a building in these respects. While



there are many variables discussed in the guidelines, the interaction of these, in particular, are important to balance in each design:

Massing – The general size and shape of a building

Articulation - The clear and distinct separation between wall planes and variation in materials

Color – As applied to exterior building surfaces

Materials – As exterior building surfaces

Landscape - Including plants and paving materials

In terms of perception of mass and scale, it is the interaction of these design variables that will help to achieve design consistency, and provide a sense of human scale and visual interest. In one case, a design may have substantial variation in massing, with fewer changes in materials or colors, whereas another design may use changes in materials more effectively to create variety and a sense of scale, without as much articulation of building form. The degree to which continuity, or variety, occurs within each of these design variables is affected by the other variables. When several of these variables are designed to be very similar to their context, then one or two of the other variables may be more different, which provides for accent and individual identity.

### **Using the Design Manual**

The Design Guidelines should be used as a starting point for the creative design process and should not be looked upon as the only solution for design. Owners of properties should strive to be creative and innovative, by developing designs that help to reinforce the overall character and identity of Goodyear and to convey a sense of continuity with each neighborhood while also reflecting individuality of properties. It is encouraged that property owners involve City staff, community groups, and affected merchants and business owners in the design process prior to making a significant investment in design.

These guidelines are intended to be used to generally influence the design of development/redevelopment of residential and non-residential land uses. The guidelines are organized and written to help achieve an envisioned design quality throughout the City of Goodyear. It is not the intent of the guidelines to eliminate design freedom or discourage innovative design. The goal is to promote high quality design which has been carefully considered. It is intended to promote design that has well-integrated features rather than tacked-on details. The design guidelines complement the City's Zoning Ordinance by providing



good examples of appropriate design solutions and by providing design interpretations of the various mandatory regulations. In this way, the city can work with developers to maintain a high quality appearance and lifestyle in Goodyear.

### **Flexibility in the Review Process**

The guidelines are organized to provide flexibility in design while also assuring compatibility with the city's vision. Flexibility in the design guidelines occurs in these ways:

#### **1. Menus of alternative design actions**

In many cases, a list of design variables appears for a particular design guideline. This indicates a range of options that is available.

#### **2. Design intent statements**

The guidelines are organized in groupings that address related design objectives. Those objectives are defined as an "intent statement." This describes the desired outcome that the associated guidelines seek to achieve. In some cases, a specific guideline may not appear to address a particular design topic, or the degree of design flexibility may not be apparent in the menu of design solutions. In these cases, the decision-makers may use the intent statement to determine if the proposed action meets the broader objectives, albeit in a different way than specifically described.

#### **3. Planned Area Development**

Finally, deviations from the standards contained within these Design Guidelines can be proposed through the Planned Area Development (PAD) process. Deviations may be considered and approved associated with a development plan. However, any design standards not specifically addressed in the PAD shall be subject to those contained within this Design Guidelines Manual.

## **2. Organization**

The design guidelines are organized in chapters according to major land use categories. A brief description of each chapter is provided below.

### ***Chapter 1 – Introduction:***

Chapter 1 contains an introduction and background to the design guidelines and how the design guidelines are used. Chapter 1 also contains a Glossary of terms.

### ***Chapter 2 – Single-Family Residential:***

Chapter 2 contains general design guidelines that are common to single-family detached residential subdivisions. Topics include subdivision design, architectural form, and Traditional Neighborhood Design (TND).



**Chapter 3 – Multi-family Residential:**

Chapter 3 contains general design guidelines that are common to multi-family residential developments. Topics include site design, architecture and other miscellaneous subjects.

**Chapter 4 – Commercial and Mixed-use:**

Chapter 4 contains general design guidelines that are common to commercial and mixed-use development. Topics include site design, architectural standards, and supplemental criteria that address neighborhood shopping centers, specialty retail centers, service stations and car washes, drive-through businesses, big box retail, and Western Avenue commercial. Not only are these guidelines intended to help improve overall design quality, but because they are project type specific, they will help emphasize the distinguishing characteristics of each commercial development type. Topics include description, site planning, and building design.

**Chapter 5 – Employment, Industrial:**

Chapter 5 contains general design standards that are applicable to Business Park or industrial developments. Topics covered include site design, parking and circulation, loading and outdoor storage, building architecture and design, signs, landscaping, and exterior lighting.

**3. Design Review Process**

The Design Guidelines will be utilized during the City's development review process to implement the highest level of design quality, and at the same time, provide the flexibility necessary to encourage creativity on the part of project designers in response to existing site conditions.

Applicants of new development or rehabilitation must follow a development review process in order to complete site and building improvements (See Article 1-4 of the Zoning Ordinance for additional information). Design review is one element of the overall process.

At the onset of any project, and prior to undertaking significant design efforts, it is highly recommended that applicants meet with Community Development staff in a Pre-application Meeting. At this meeting, City staff can provide information on permits, processing timelines, required steps for project approval, and City codes and ordinances that may affect or apply to a particular project. In addition, the meeting can be useful to better understand project specific design objectives. By working together, this early communication process can avoid later concerns and help with the overall development process.

These guidelines acknowledge the prevailing architectural characters and development patterns within Goodyear today. The guidelines, therefore, do not seek to impose an overriding



style, a specific color palette, or an artificial theme. They do seek, however, to assist in promoting the positive design characteristics existing throughout the City of Goodyear today.

#### **4. Interpretation**

To aid in the interpretation of these guidelines, a development applicant should understand the meaning of “*should*,” “*shall*,” “*encouraged*,” and “*discouraged*”. Guidelines which employ the word “*should*” are intended to express the City’s desire and expectation. An alternative measure may be considered, if it meets or exceeds the intent of the guideline. Guidelines using the words “*encouraged*” or “*discouraged*” are meant to express a more or less desirable design solution. Standards using the words “*shall*” or “*must*” are meant to express an absolute minimum and are required. An alternative measure may be considered, if it meets or exceeds the intent of the guideline, as determined by the Zoning Administrator.

#### **5. Applicability**

See Article 1-4 of the Zoning Ordinance. The provisions of the Design Guidelines are applicable to all new development within the City of Goodyear. Any new residential subdivisions, buildings, additions, exterior alterations, or landscaping, and any modification to an approved landscaping plan or parking lot design will adhere to these Design Guidelines as applicable. It is important to note, however, that these Design Guidelines do not affect existing buildings, which are not proposed for new construction, exterior alterations, landscaping, or changes in the parking lot layout.

#### **6. Exceptions**

When in compliance with all other City ordinances, the following projects are exempt from design review:

- Construction underground, which will not leave any significant, permanent structure at or above grade level upon completion. Utility boxes, pipes, and poles shall be considered “significant permanent structure”.
- Roof maintenance and repair. However, roof reconstruction or use of different materials is subject to design review as determined by the Community Development Director, or his designee.
- Routine maintenance of buildings, landscaping (including relatively minor replacement of plants other than trees), or grounds (including parking lots) which does not significantly alter the appearance or function of the building, landscaping, or grounds.
- Certain temporary uses, temporary structures and temporary signs as defined by the City of Goodyear Zoning Ordinance or other applicable codes and ordinances.
- Interior remodeling.